

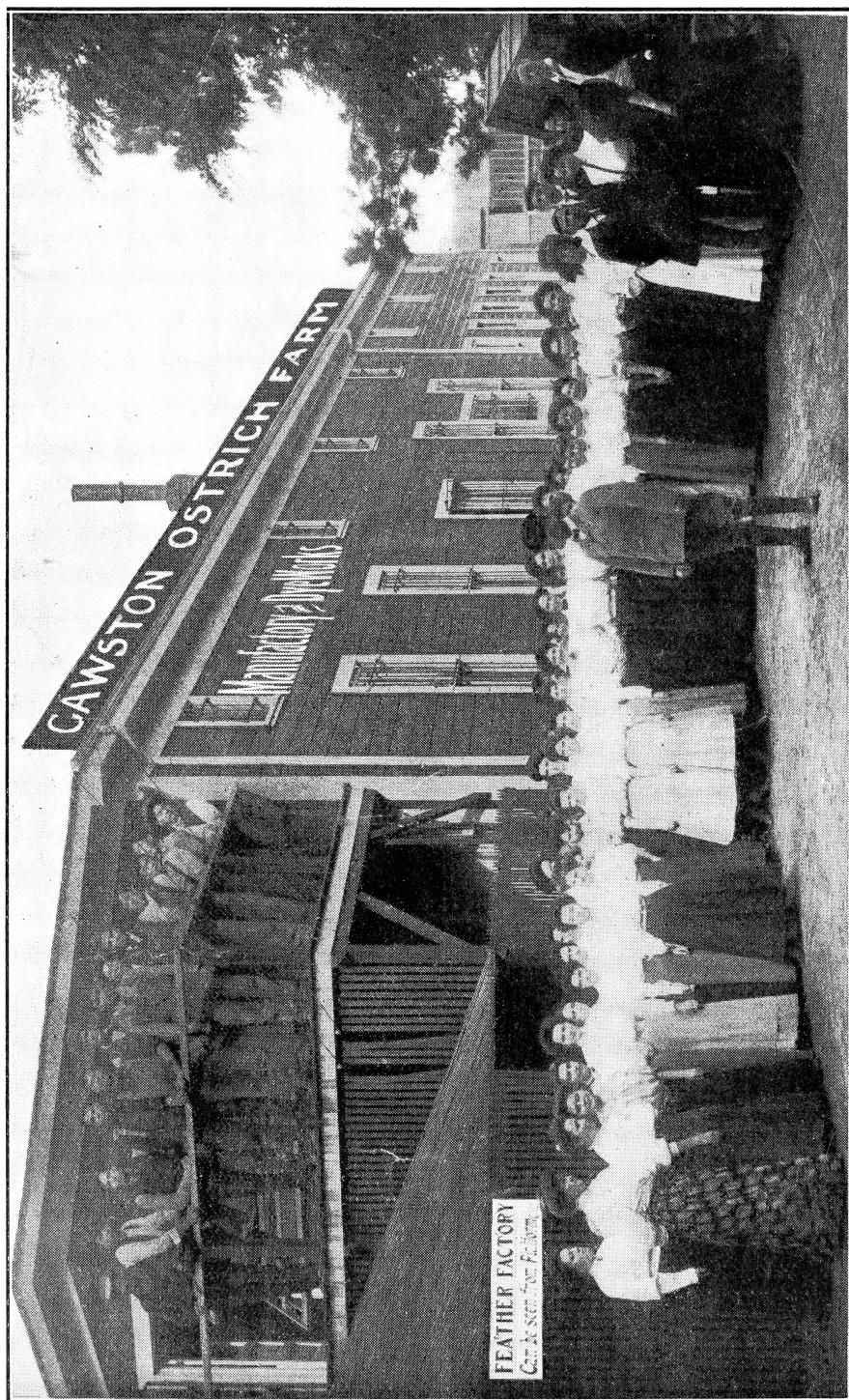
SEASON 1909-1910

*Souvenir
Ostrich Feather
Catalogue*

**CAWSTON
OSTRICH FARM**

**SOUTH PASADENA
CALIFORNIA**

SWALLOWING
ORANGES
WHOLE
PHOTOGRAPHED
FROM
LIFE



Skilled Feather Operators of Our Factory on the Farm.

1850
0277

SEASON 1909-1910

SOUVENIR CATALOGUE
AND FEATHER PRICE LIST

Cawston Ostrich Farm

THE ORIGINAL HOME OF THE OSTRICH IN AMERICA

Established 1886

South Pasadena, California

Copyrighted 1909 by Edwin Cawston

All rights reserved



Ostrich and Nest

FEATHER GOODS DESCRIBED AND PRICED ON PAGES 14 TO 38
SEE PAGE 4 "HOW TO ORDER"

743

4285B

Your Money Returned if not Pleased

How to Order

Address all correspondence to the Cawston Ostrich Farm, South Pasadena, California, and always use the prefix Mr., Mrs., or Miss in signing the order. Write orders plainly, giving catalogue number, description and price.

It is our practice to fill all orders the day following the receipt. We acknowledge receipt of all orders and state in what way the feathers will be shipped, whether by mail or express.

Send remittance in full with your order in form of post-office money order, express money order or bank draft, payable to the Cawston Ostrich Farm. Do not send personal checks.

Orders of less than one dollar may be remitted in stamps.

By permission we refer to Dun or Bradstreet, or to any bank in Los Angeles or Pasadena regarding our reliability.

All orders accompanied by a remittance in full are delivered at the nearest express or post-office free of charge.

C. O. D. Orders

Orders amounting to \$10.00 or over will be shipped C. O. D. by express, with privilege of opening the package and examining the goods at the express office, providing you send half the purchase price with the order as a deposit. When goods are sent C. O. D. we pay the charges from South Pasadena to destination, but the purchaser must pay charges for sending to us balance due on the goods.

Nothing is gained by ordering C. O. D., however, as we hold ourselves liable for all mistakes and guarantee safe delivery, and any order can be returned to us and **money will be promptly refunded** if desired.

The prices quoted in this catalogue are net. We make no discounts or concessions. We have no agents. Cawston feathers can be purchased only direct from the farm.

Canadian Customers

The import duty on ostrich feather goods into Canada is thirty cents on the dollar, and must be paid by the purchaser upon receipt of the goods.

Special Orders

If you desire some particular style of Plume, Boa or Stole of unusual width, weight or curling, not illustrated here, or wish to procure some special shade of ostrich feather goods, write us fully what you wish, furnishing us a sketch and sample of the shade if possible, and we will take pleasure in submitting you estimate of cost.

OSTRICH PLUMES



Past and Present

Since time immemorial, the ostrich plume has been recognized as a peer of the diamond and the ruby for the adornment of feminine royalty.

Cleopatra sent hunters into her native African deserts to gather the matchless wing feathers of the earth's hugest bird; and today the ostrich plume is still a necessity to the wardrobes of the courts of the whole world.

So, when the visitors pass into the beautiful Cawston Ostrich Farm at South Pasadena and move about among the 150 great ostriches, they are in close touch with the most interesting and valuable bird on earth—the most sought-after bird of all history and a conspicuous tempter of the vanity of women since times older than Rome.

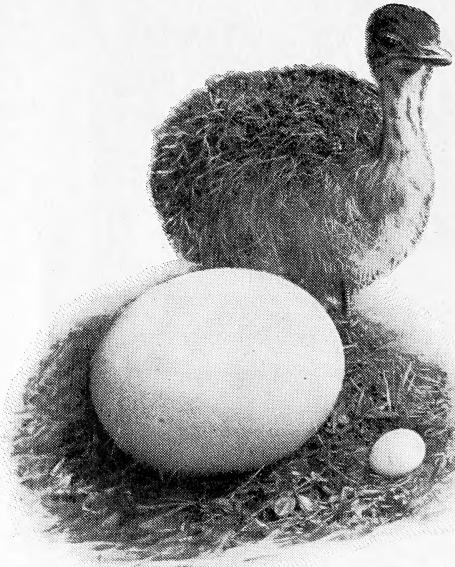
Swiftly advancing civilization has altered many human tastes, but it has only increased the feminine instinct for the ostrich plume.

Perfection of Plume the One Cawston Thought

Here, at the great original American ostrich farm, which Mr. Cawston has made famous the world over, the modern American woman may see such a display of the royal feather as Cleopatra never saw, nor present-day royalty, either—several thousand dollars' worth of living plumes displayed by the birds themselves, and \$50,000 worth of prepared plumes on exhibition in an adjoining building.

And, more wonderful still, the whole evolution of the most luxuriant ostrich plumes known—the scientifically produced Cawston plumes—lies open before the eyes of the visitor.

“From egg to plume” is no idle catch word at the Cawston Farm. Here every thought is bent toward developing the egg into the highest class of feather product possible.



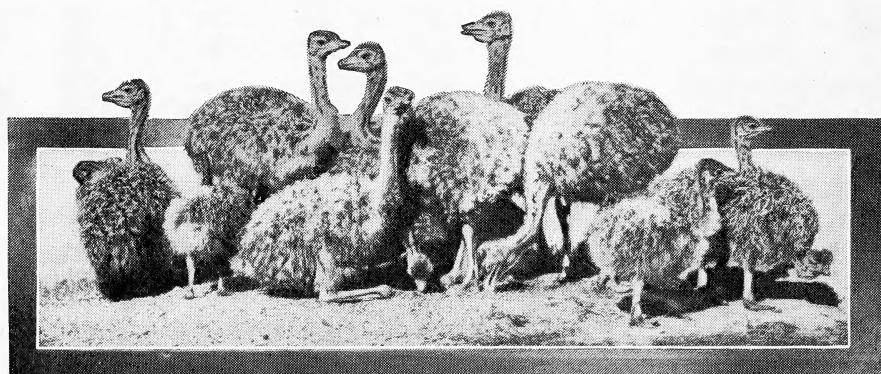
Watching the Chicks Grow

Young Ostrich Three Days Old,
Ostrich Egg and Hen Egg

Those great eggs give no suggestion of the regal plumage that is to bloom forth from them, and yet in twelve months after the chicks batter down the ivory walls and emerge into the California sunshine, they are full grown. Think of it—the largest bird in the world, and one of the largest ever on earth, even in prehistoric times, lifting its head from the egg to a height of eight feet in twelve months! Verily, you can "watch 'em grow."

In nine months from the egg the luxuriant plumes are ready for the factory! Every ostrich might well be called an upstart of the rankest sort, and yet this most valuable of the feathered tribe is so tenacious of life (in a favorable climate such as that of Southern California, where the species reaches its highest perfection) that he vies with man in longevity. The average life of the ostrich is from forty to fifty years, though many have been known to reach the age of 100.

Murder sometimes cuts them off in their youth, however. The male feathered giant is a vicious fighter when sweethearts are in question, and it is almost impossible to separate two of these gallants once they are dueling.



Brood of Ostrich Chicks Enjoying the California Climate



Ostriches Eating Alfalfa Hay at the Cawston Ostrich Farm

Care in Feeding the Ostriches

The miraculous digestive ability of the ostrich is early evidenced. For four days after his advent into this hungry world he is a total abstainer, but really he is only "getting a good ready on!"

At the end of this preliminary fast the chick begins to devour gravel, and after having thus laid a firm foundation, he starts in to build up his system at the rate of a foot of growth a month on alfalfa, grain, vegetables, oranges and any valuables which he may be able to "pinch" from the apparel of amazed tourists.

Small rocks and other hard substances are a part of the daily menu. They are swallowed as an aid to digestion.

But despite the ostrich's fame as a swallower of any old thing, much care is taken to feed him the correct food for plumage development. Scientific breeding and feeding, in conjunction with the perfect climate of Southern California, account for the extra weight and luxuriance of Cawston plumes. Alfalfa is the staple diet for the birds on the Farm.

The Sights of the Cawston Farm

The Cawston Ostrich Farm lies in a beautiful sylvan dell among the hills between Los Angeles and Pasadena, and is quickly reached by electric cars.

Here, seated on rustic benches beneath spreading live oaks and California palms, with winter-blooming roses on every hand, one may watch the gambols and antics, the feeding and the domestic habits of 150 adult ostriches.

Queer creatures they are, in very truth, and their crazy actions provide more fun than a circus. The stride of the ostrich when in a hurry is twenty-two feet, and to see a flock of these birds doing a 100-yard dash is a sight both wonderful and ridiculous.

Anyone who thinks he knows what an ostrich looks like because he has seen one or two wandering disconsolately around a pen in some zoological garden or cruelly confined in some traveling show, is very much mistaken. The ostrich in the flock, with ample room to roam amid natural surroundings, behaves like his natural old self, and is constantly exhibiting before your eyes the points for which he is famed—the terrific strength of his forward kick, his tremendous stride and speed, the peculiar outstretching of the miniature wings as he runs, the ability to pass large objects, such as oranges, down a slender neck, and the foolishness of his little brain, which is so small in proportion to his body that it is powerless to keep the unruly body from performing all sorts of silly evolutions every now and then.



Ostrich Riding is Exciting Sport



The Foot of an Ostrich Consists of Two Powerful Toes

Ostrich Peculiarities

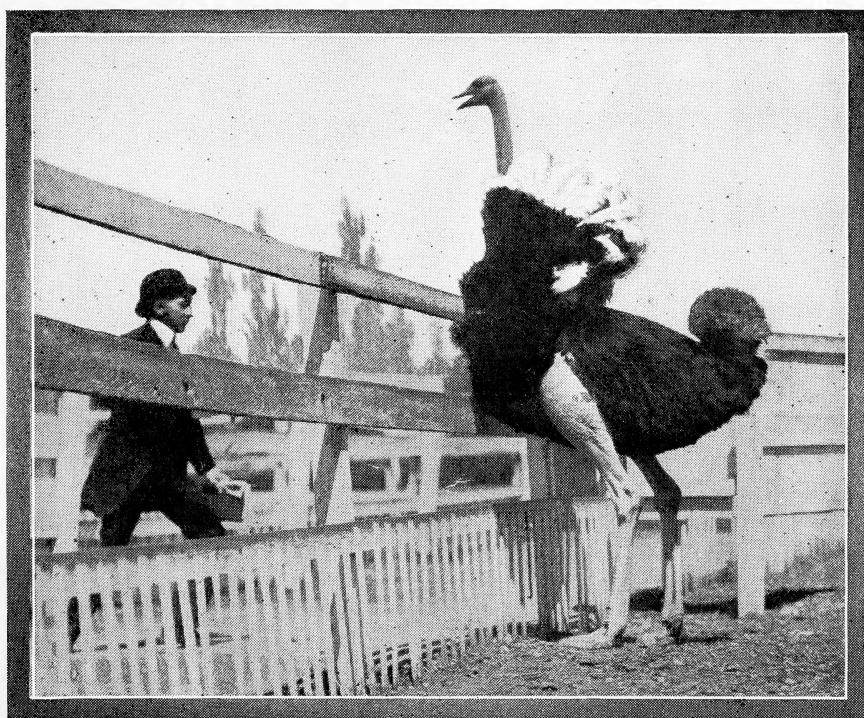
The ostrich is a great sport. He is inordinately fond of "sparklers." Probably this should not be surprising in a native of South Africa, where so many diamonds are found. He will eat the diamonds out of the front of a boiled shirt or out of a lady's ears, if he can possibly make the "touch."

He is fond of snatching and swallowing lighted pipes, too, and nails, glass and pieces of jewelry of any size all taste good to him. Green hat veils he loves.

For this reason, as well as for the fact that ostriches are dangerous when angered, all the birds on the farm are kept within stout wooden fences.

The birds are raised both by the natural process and with huge incubators. In the breeding season the male hollows a nest from the sand, and being of a darker plumage than his mate, fits his shades to the night shadows and broods from sunset to dawn. The females take charge of the eggs during the day time. Eggs sometimes weigh as much as three pounds each.

Ostriches live a contented married life and are very little troubled with "affinities." They are very practical and un-sentimental about their domestic affairs, once the courtship is over.



Defending His Home Against the Intrusion of a Stranger

Clipping the Ostriches

Clipping the birds affords a scene of great interest. Such an event is advertised beforehand and is done in public.

The magnificent plumes are seen in all their glory on the wings of some great bird as he proudly displays his finery; then you see him driven into an angle of the fence, a hood is slipped over his head, rendering him docile, and while one man holds him, another deftly clips the plumes close to the flesh.

The operation is painless, there being no real "plucking." Every plume is cut.

After this the visitor may follow the feathers through all the processes of washing, dyeing, curling and making up.

Having seen the eggs, the chicks and the grown birds, the visitor turns to the Factory, where the wonderful feather goods, for which the name Cawston is famous the world over, are prepared. This is the largest ostrich feather factory west of New York, and the most famous probably in the world. The Cawston Ostrich Feathers have been awarded prize medals at the expositions in Paris, Buffalo, Omaha, St. Louis, Portland and Jamestown in competition with the world's manufacturers. We now turn to the handsome exhibition salesroom, where the most magnificent display of ostrich plumes is arranged. The stock in this room alone amounts to \$50,000. A city salesroom is also maintained at No. 313 South Broadway, Los Angeles.

The Cawston Ostrich Farm has no agents.

Another large Cawston farm, composed of over 1000 birds, is maintained at San Jacinto, purely for breeding purposes. Here experiments are carried on in crossing the different strains of ostriches imported by Mr. Cawston.



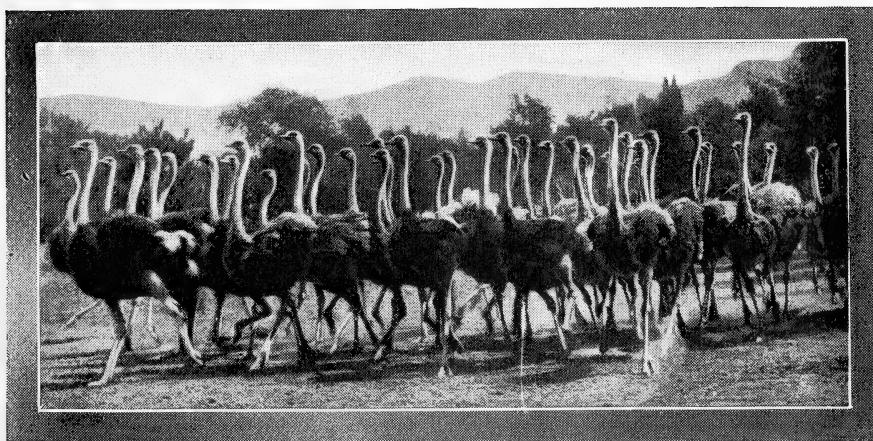
Clipping the Beautiful Wing Feathers from a Male Ostrich

Origin of the Cawston Flock

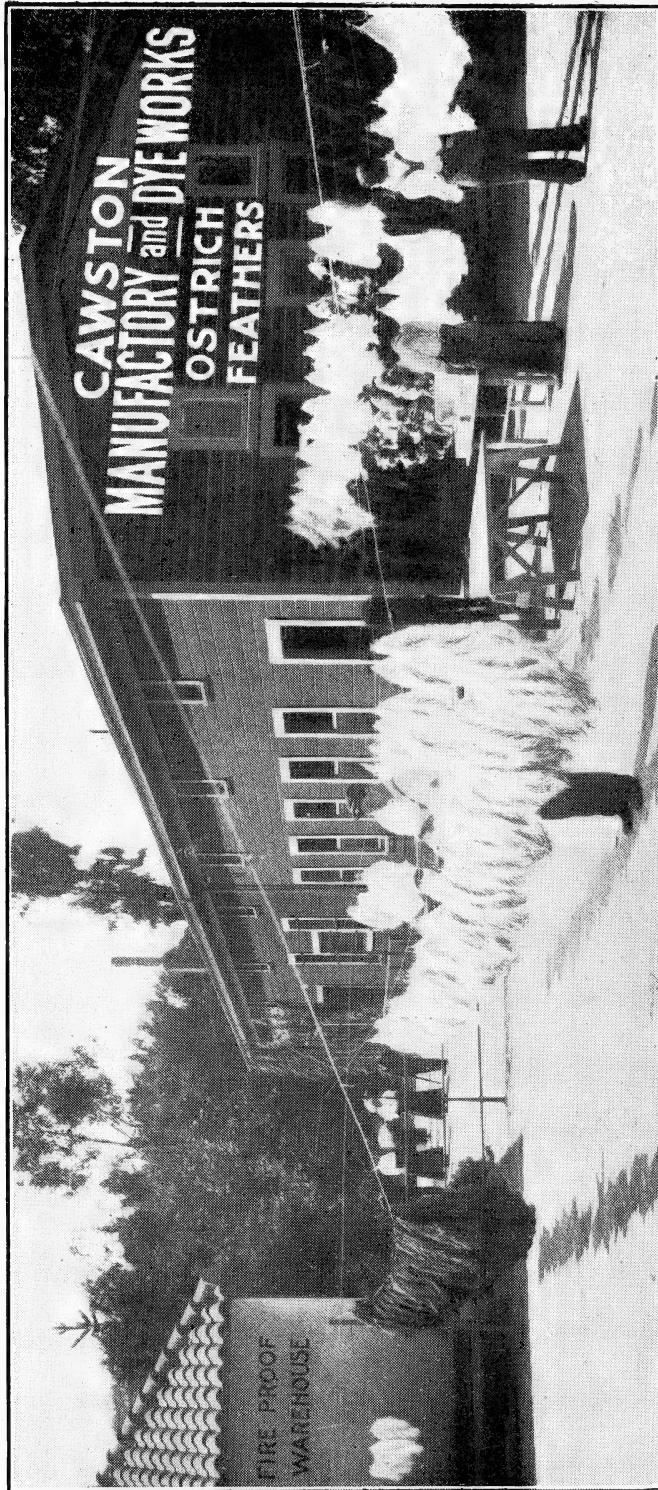
The establishing of the ostrich feather industry in America was brought about over twenty-three years ago, by the keen business insight and determined persistency of Mr. Cawston. Heavy import duties could be saved by producing the feathers at home, and Mr. Cawston set about to accomplish this end. The ideal conditions of Southern California made it the most favored for the planting of this new industry, and preparations were made to have in California the original Ostrich Farm of America.

The securing of the first birds for the starting of this infant enterprise was an enormous task. Mr. Cawston chartered a vessel and made a voyage to Africa for the purchase of the best birds procurable. The boat was arranged with padded enclosures for the safety of the birds, as the seafaring ability of the ostrich was an unknown quality. At South Africa the ship was loaded with a vast supply of food and several tons of gravel.

The Africans, seeing one of their chief means of livelihood threatened, put forth every effort possible to prevent the shipping of these ostriches. An export duty of \$500.00 each was placed on every ostrich, and \$25.00 each on eggs. Before this became a law, however, Mr. Cawston was safe at sea with fifty of the finest birds. The hardships of the trip have never been told, and likely never will be. The very best care was taken of the precious cargo, and the wants of the birds were met in every particular by men thoroughly trained in their handling. Some of the birds died at sea; others died after landing, but a goodly number survived the trip and were soon established in their new home in Southern California. California has proven to be an ideal place for ostrich raising. Many fine Nubian specimens have since been imported by Mr. Cawston to greatly strengthen the breed, the result being the finest feather producers to be found in the world.



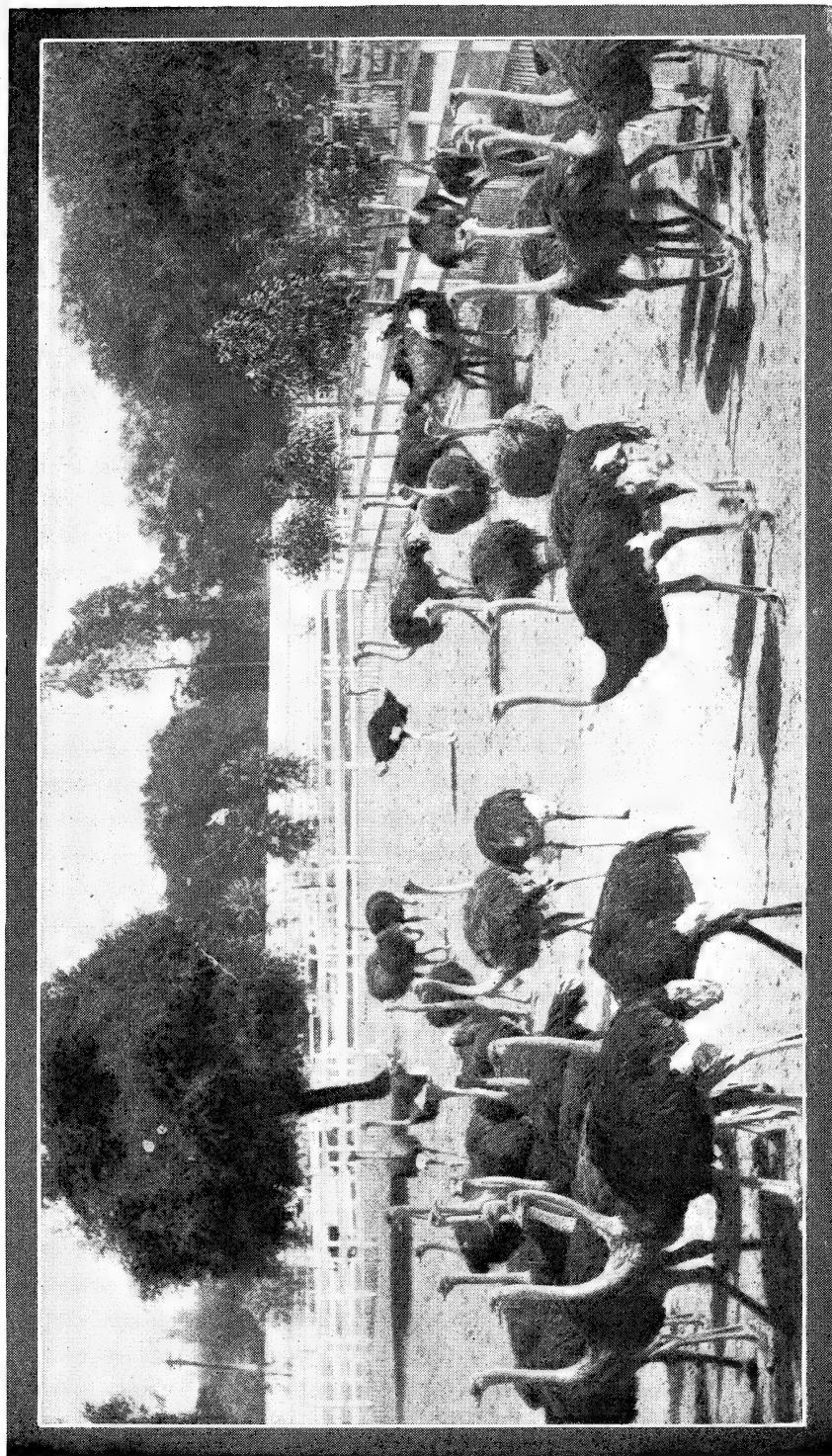
On Dress Parade, Cawston Ostrich Farm, South Pasadena



Drying Ostrich Feathers in the Warm California Sunshine—Climate plays an important part in this great industry

Much of the work, especially the drying and curling, is done in California's golden sunshine. Such conditions and climatic influences produce feathers far superior to those brought over in unclean ships' steaming holds and finished in the sweat-shops and underground basements of New York and other cities. Cawston ostrich feathers literally absorb and reflect California sunlight, which is evident in their softness of sheen, durability, length and width of flues.

We raise our own feathers, having over 1000 ostriches. We pluck the plumes, dye, curl and manufacture them in our own factory, which is the largest of the kind in the world, on our South Pasadena Farm. The most skilled feather workers that it is possible to secure in this and other countries are employed in our feather department and dye works. As a result of strong, vigorous ostriches, expert operators and improved Cawston methods, we are able to produce superior feathers.



An Interesting Scene at the Cawston Ostrich Farm, South Pasadena

Demi-Plumes

BLACK ONLY



The accompanying illustration represents a very satisfactory Demi-Plume at a low price, in a graceful shape adapted to many uses. These Plumes are of excellent material, well made, prettily curled and very effective.

No. 10A, 10-inch....\$0.50

No. 12A, 12-inch.... .95



Another style of Demi-Plume is here shown, made of the entire feathers of male birds, strong in texture, full and fluffy, so curled that they present wide, heavy heads. These Plumes are eminently satisfactory in all cases where short feathers are desired.

No. 10B, 10-inch....\$1.25

No. 12B, 12-inch.... 1.50

No. 13B, 13-inch.... 1.75

Note our Trade Mark on this tip,
which appears on every Caw-
ston feather



Ostrich Feather Tips "Duchesse" BLACK ONLY

NOTE—If white or solid colors are desired, the price is 50c additional per bunch of three. For natural colors see page 31.

These Tips are very popular and always give perfect satisfaction. The natural black feathers of the male birds are used in their making, giving them their rich, glossy appearance and long wearing qualities. They are beautifully curled and will retain their grace and luster for years. We show them in four different sizes, any of which are excellent values. We recommend No. 350 as best suited for all purposes.

No. 250, 8-inch, per bunch of three.....	\$1.50
No. 350, 9-inch, per bunch of three.....	2.00
No. 450, 10-inch, per bunch of three.....	3.00
No. 450 Ex., 10-inch, per bunch of three.....	4.00

The California climate at South Pasadena, near Los Angeles, is ideal for perfect development of bird and feather.

**MONEY
RETURNED
If not pleased**



French Heads

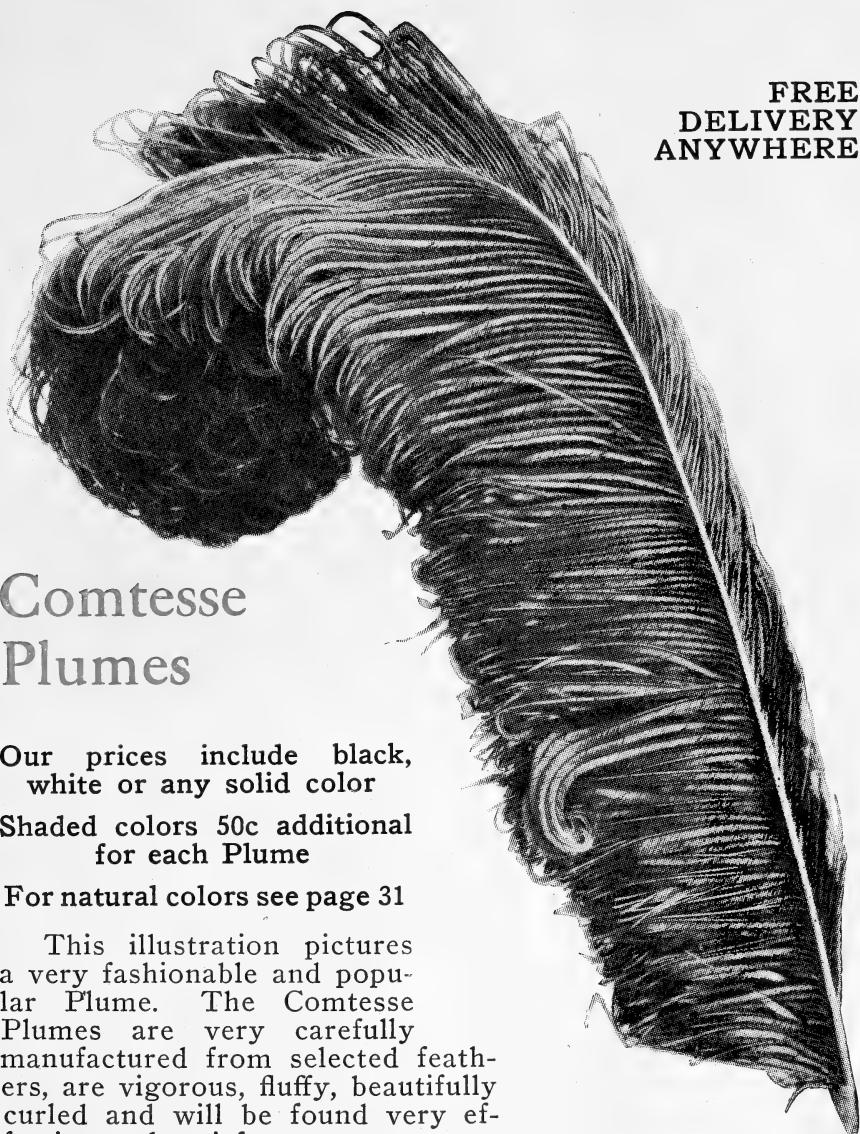
Our prices include black, white or any solid color
Shaded colors 50c additional for each bunch of 3
For natural colors see page 31

French Heads will be especially fashionable this season, and no more graceful and effective arrangement could be designed. These Heads are a part of the requisite costume of all ladies presented at the English Court, a custom which has been strictly followed for generations. Selected feathers from male birds, wide and perfect, are carefully sewed, curled and grouped, resulting in a handsome bunch of wide, heavy Heads, soft, yet strong in texture, lustrous and beautiful. These Heads will stand much hard wear and may be repeatedly recurled without losing their pristine beauty.

I, 8-inch, per bunch of three.....	\$4.00
J. 9-inch, per bunch of three.....	5.00
K, 10-inch, per bunch of three.....	6.00

The Cawston Ostrich Farm is recognized throughout the United States as a fashion center for ostrich feather styles.

FREE
DELIVERY
ANYWHERE



Comtesse Plumes

Our prices include black,
white or any solid color

Shaded colors 50c additional
for each Plume

For natural colors see page 31

This illustration pictures
a very fashionable and popu-
lar Plume. The Comtesse
Plumes are very carefully
manufactured from selected feath-
ers, are vigorous, fluffy, beautifully
curled and will be found very ef-
fective and satisfactory.

No. 15A, 15-inch.....\$2.50

No. 17A, 17-inch..... 4.00

Extra Quills

Ostrich feathers are cut from the bird, therefore the
stems of the Plumes are short. If a long, polished quill is
desired, we have the celluloid quills, which fit over the stems
of the Plume, in black and white, at 5 cents each.

Cawston California Ostrich Feathers are superior to all
others. You can't buy elsewhere ostrich feathers that are
"just as good."

**MONEY
RETURNED
If not pleased**



French Curved Plumes

Our prices include black, white or any solid color—Shaded colors 50c additional for each Plume

For natural colors see page 31

The luxuriance and grace of these Plumes cannot be depicted by the camera. The long, waving plumes and the broad heads are the result of most careful selection and skillful manipulation, extra select stock being used throughout. For rich effects nothing can equal the French Curved Plume, which will be particularly fashionable this coming season.

The French Curve effect is not suitable for a Plume exceeding 17 inches. We recommend the Plumes shown on pages 19, 20 and 21 to those desiring greater lengths.

No. 31F, 13-inch French Curved Plume.....\$4.00

No. 51F, 15-inch French Curved Plume..... 5.00

No. 711F, 17-inch French Curved Plume..... 7.00

Cawston Ostrich Feathers received prize medals at Paris, Buffalo, St. Louis, Omaha, Portland, Jamestown and wherever exhibited, for their superior quality, style and making.

FREE
DELIVERY
ANYWHERE



Cawston Princess

A VERY POPULAR OSTRICH PLUME

Our prices include black, white or any solid color—Shaded colors 50c additional for each Plume. For natural colors see page 31.

Only the best male feathers are used in the Princess Plumes. The heads are heavy and when seen upon a hat look very full and of extra size. The flues on these Plumes are long, wide, full of life and luster, and will retain their curl and brilliancy and wear for years.

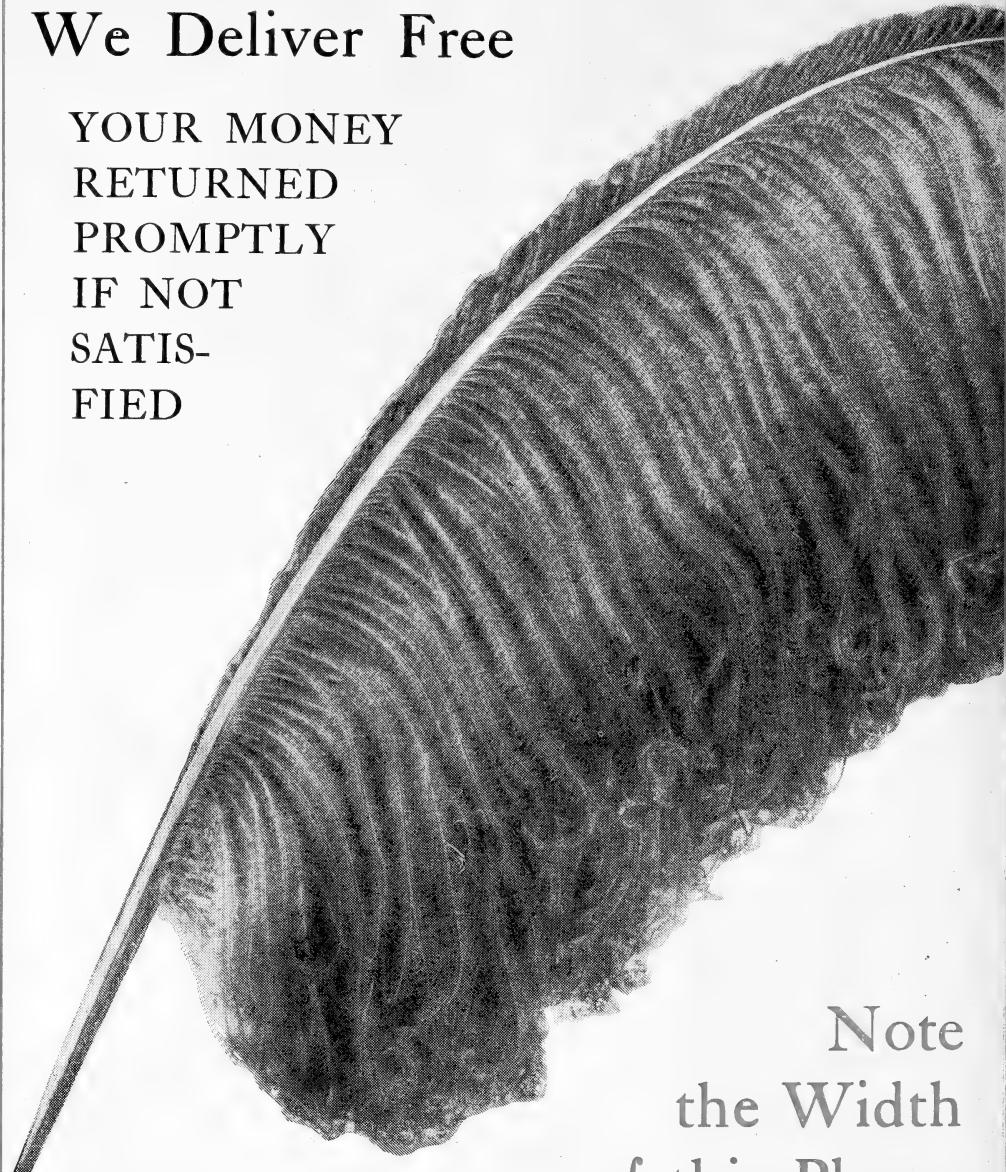
No. 311, 13-inch Cawston Princess.....	\$ 3.00
No. 511, 15-inch Cawston Princess.....	4.00
No. 711, 17-inch Cawston Princess.....	6.00
No. 911, 19-inch Cawston Princess.....	8.50
No. 121, 21-inch Cawston Princess.....	12.00

Knight Templar Plumes

Designed especially for regalia; not suitable for millinery. White only; 23-inch.....\$10.00

We Deliver Free

YOUR MONEY
RETURNED
PROMPTLY
IF NOT
SATIS-
FIED



Note
the Width
of this Plume

Cawston Ostrich Plumes are of extra width, have long, wide flues, strength, life and luster not found in other feather goods. When you buy a Cawston plume, you are buying the best in the world, and the most perfect specimens of ostriches today are those reared at the Cawston Ostrich Farm. They live out doors the year around in a country noted for its health-giving and strength-producing qualities.



Cawston Selected Plumes

Black,
White
and all
Colors

For Natural
Colors, see
page 31

50c additional
for each Plume
dyed
a combination
of shades

The **Cawston Selected Plume** is, as the name implies, an article, every male feather of which has been selected with the greatest care. It is made by our most expert operators. The Selected Plumes priced here represent not only the highest expression of the operator's skill, but are made of the very best stock obtainable.

This magnificent ostrich Plume is one that Mr. Cawston has built his reputation on. A more beautiful Plume can hardly be made. With care it might be almost said to wear forever. It may be recurled again and again.

No. 130, 13-inch Cawston Selected.....	\$ 4.00
No. 150, 15-inch Cawston Selected.....	5.00
No. 170, 17-inch Cawston Selected.....	7.00
No. 190, 19-inch Cawston Selected.....	10.00
No. 210, 21-inch Cawston Selected.....	13.50
No. 42, 24-inch Cawston Selected.....	17.50

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No. 42, 24-inch Cawston Selected.....	17.50

SATISFACTION
GUARANTEED



The New Willow Plumes

This season's
most fashionable
ostrich feather

In Black, White and all Colors—50c additional for each
Plume dyed a combination of shades

For natural colors see page 31

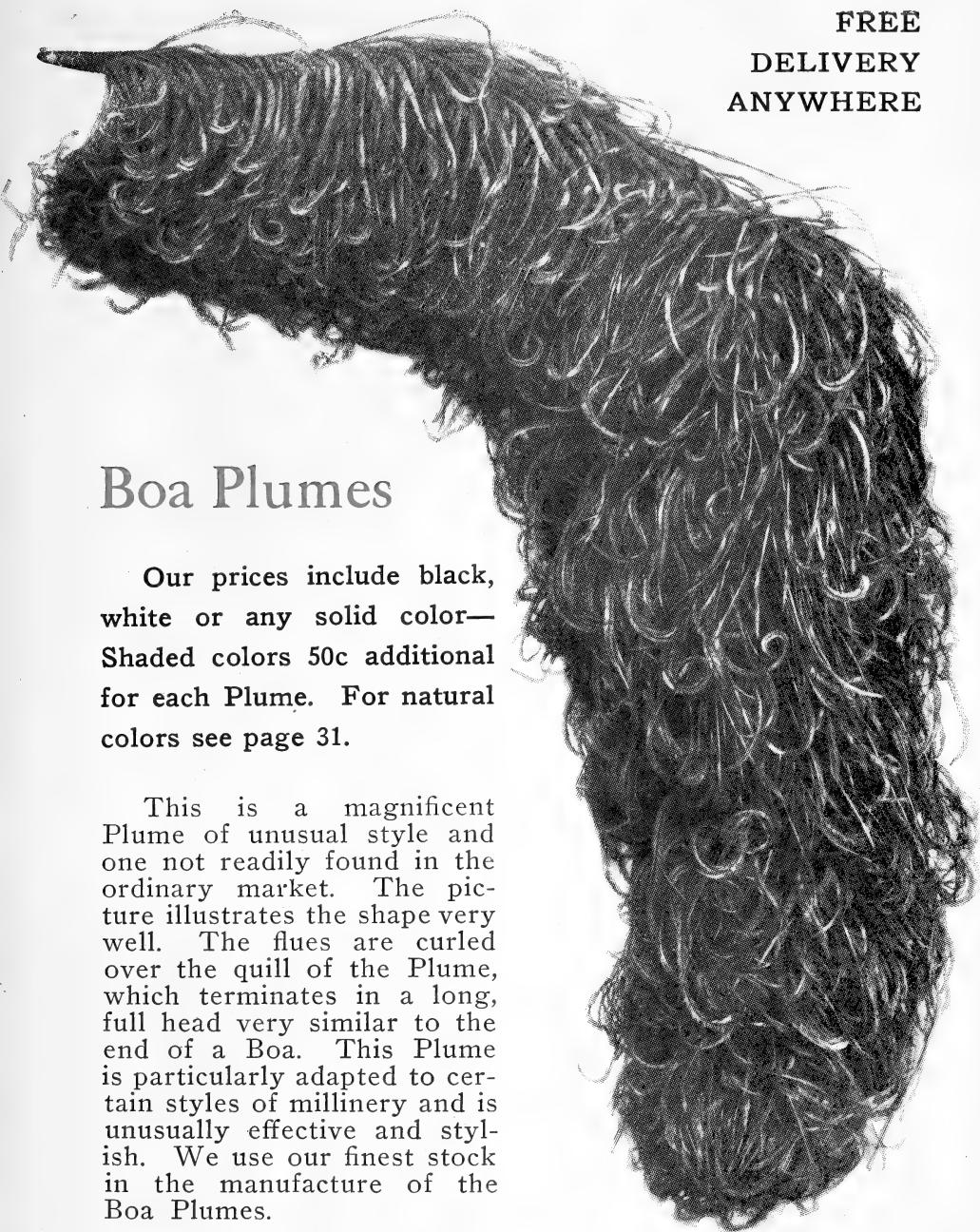
We are making Willow Plumes in all lengths. Our Willow Plumes are hand knotted, being unlike many cheap grades, the ends of which are pasted together. We can supply Willow Plumes in all colors to match any hat or costume.

Only the very finest stock can be used in the manufacture of Willow Plumes. The special feature about these Plumes is their extraordinary long flues, which are skillfully made by knotting the flues from other feathers on to the ends of the flues of one of our Extra Special Plumes, thus practically utilizing several Plumes to make one Willow, the result being a creation of great beauty.

No. 13W, 13-inch Willow Plume.....	\$ 7.50
No. 15W, 15-inch Willow Plume.....	12.00
No. 17W, 17-inch Willow Plume.....	17.50
No. 19W, 19-inch Willow Plume.....	22.50
No. 21W, 21-inch Willow Plume.....	27.50
No. 23W, 23-inch Willow Plume.....	35.00

See page 38 for prices on making over your old feathers
into Willow Plumes.

FREE
DELIVERY
ANYWHERE



Boa Plumes

Our prices include black, white or any solid color—Shaded colors 50c additional for each Plume. For natural colors see page 31.

This is a magnificent Plume of unusual style and one not readily found in the ordinary market. The picture illustrates the shape very well. The flues are curled over the quill of the Plume, which terminates in a long, full head very similar to the end of a Boa. This Plume is particularly adapted to certain styles of millinery and is unusually effective and stylish. We use our finest stock in the manufacture of the Boa Plumes.

No. 19 B. P., 19-inch.....	\$12.00
No. 21 B. P., 21-inch.....	15.00
No. 24 B. P., 24-inch.....	19.00

Purchasers of Cawston Feathers are assured of absolutely correct styles at all times; exclusive designs and shapes.



Ostrich Feather Boas and Stoles

**NEVER GO
OUT OF
FASHION**

No article of dress has ever been fashioned that gives a more beautiful touch of completeness to a woman's outfit, or more satisfactorily fills the need of a light wrap, than a well-made ostrich feather Boa or Stole. They are in a field by themselves. No creation of chiffon or

none of their counterparts in fur so fully answer this purpose. The grace and beauty embodied in these magnificent creations is beyond description, and the utility and service to be obtained from them makes them almost indispensable. So light they will not crush the most delicate evening gown, and for summer wear, when thrown loosely over the shoulders, have a cool, airy appearance and stylish characteristics that make them most desirable. For the cool evenings and winter wear, if drawn closely about the neck and shoulders, they afford great protection from the cold. Absolutely clean and sanitary and free from the unnecessary weight and undesirable odors of fur goods.

Your opera and party outfits are scarcely complete without a well selected Boa or Stole. Any color effect can be carried to its entirety by ordering direct from our Farm and factory, where the finest feather goods in the world are produced and sold direct to the consumer at producer's prices.

Ostrich feathers may be worn at all seasons of the year —this is hardly possible with furs.

We sell direct—have no agents anywhere

Cawston Ostrich Boas

Black, White or any Solid Color

For Natural Colors see page 31

In order to obtain the superior strength and brilliancy, uniformity of texture, and length of flues, and to secure feathers that will produce the same results when dyed and curled, the stock used in the making of Cawston Boas is as carefully selected as for any of our finest feather goods. Every Cawston Ostrich Boa is made from male feathers. Cawston Boas are full and fluffy, will retain their curl and wear for years. The medium grade Boas priced on this page have given universal satisfaction to thousands of our customers in all parts of the country.

No. 103, 1½ yards long (special).....	\$10.00
No. 123, 1½ yards long.....	12.00
No. 163, 1½ yards (better quality).....	16.00
No. 203, 1½ yards (extra full and large).....	20.00
No. 155, 2 yards (special)	15.00
No. 255, 2 yards, medium, exceptional value....	25.00

Combination Colors

Some of the most exquisite effects are obtained by varying combinations of colors; the black and whites with the light or dark shades predominating, as desired, are most effective, while the natural browns and grey effects are very popular. In ordering state the combination desired.

Buy direct from the producer and save import duty and all middlemen's profits.

Extra Select Boas

Black, white or any color

For natural colors see page 31

This picture illustrates one of our extra large, full Boas. However, the magnificence of these Boas cannot be photographed or described. They are made of wide stock, are full and fluffy, presenting a most luxurious appearance. We carry this grade in solid colors at the prices quoted. We also manufacture this quality of goods in shaded Boas—dainty blue and white combinations, pink and white, etc.—for which \$1.00 per yard extra is charged.

No. 355, 2 yards, extra full and large.....	\$35.00
No. 357, 2½ yards	35.00
No. 507, 2½ yards, extra full and large.....	50.00



We carry in stock some exceedingly handsome Boas not listed in this catalogue, at prices ranging up to \$100.00. Should you desire a Boa of extraordinary proportions or of some unusual shade, write us what you wish, and prices will be promptly furnished.

Boas for Little Girls

In striking contrast to our long, full Boas for the grown-ups, are the small, dainty affairs for the little folks. These are simply neck Boas, finished with ribbon to tie at the throat. Something new to enhance the small young lady's charm and supply needed protection about the neck.

Boas, 12 inches long, pink, blue or white.....\$1.50

Ostrich Feather Stoles

Black, white or any color

Probably in no other form are ostrich feathers developed to produce a more charming effect than in the fashionable Stole. This article is formed of two or more strands of ostrich feathers invisibly joined together to form a broad, flat effect, each strand being in reality a miniature Boa. Our Stoles are carefully made of strong, vigorous stock, most beautifully curled, and always prove satisfactory to the wearer. **For natural colors see page 31**

No. 2025, 2 yards, 2 strands.....	\$20.00
No. 2535, 2 yards, 3 strands.....	25.00
No. 2527, 2½ yards, 2 strands.....	25.00
No. 3029, 3 yards, 2 strands.....	30.00
No. 5039, 3 yards, 3 strands.....	50.00

Ostrich Feather Muffs

The vogue of the Ostrich Feather Muff is rapidly increasing, and its popularity is most deserved, since it combines great beauty and warmth with no suggestion of the odor which is so pronounced in furs.

Cawston Ostrich Feather Muffs are most carefully made of select stock from male birds, and are handsomely lined with a fine quality satin.

Ostrich Feather Muff, satin lined, any shade, no tails\$30.00

Ostrich Feather Muff, satin lined, four tails, any shade\$35.00

Ostrich Feather Muff, best grade, four tails, any shade\$40.00



Lyre Plumes

Our prices include black, white or any solid color—Shaded colors 50c additional for each Plume. For natural colors see page 31.



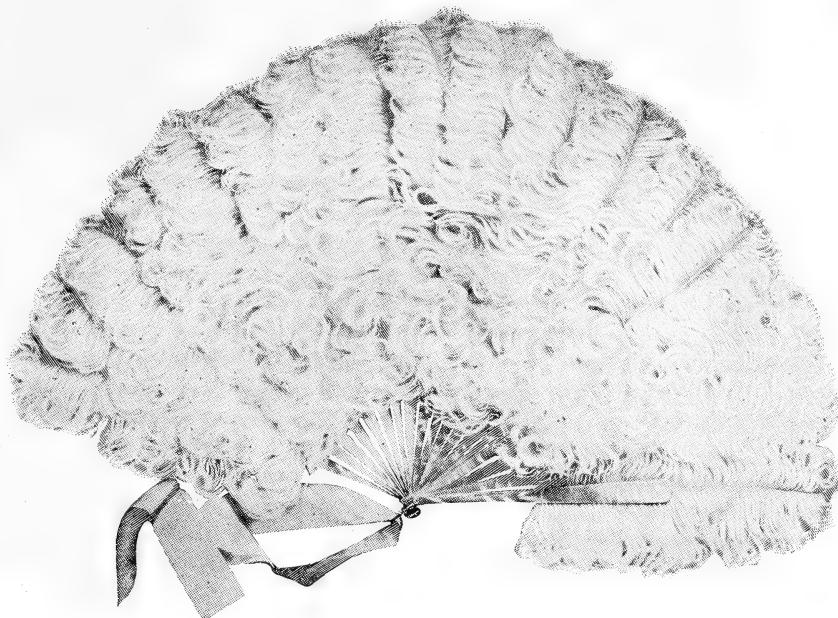
The illustration shows a new Plume having specific uses in the hands of the milliner. The narrow part is designed to curve around the crown of the hat, leaving the heavy end to be adjusted as desired. The plumes are curled over the quill of the head. Naturally this Plume is made in a most painstaking manner of our select stock, and presents an unusually luxurious appearance.

No. 200, 25-inch.....	\$15.00
No. 300, 30-inch.....	18.00

Pompons

For millinery and hair decoration, we make pompons in a great variety of shapes and colors. It is almost impossible to describe them in a catalogue. Send us your order, explaining as nearly as possible what you require, and we will gladly quote prices.

We deliver all of our Ostrich Feather Goods free and guarantee satisfaction. If you are not pleased with the goods, you can return them and the price paid will be promptly refunded.

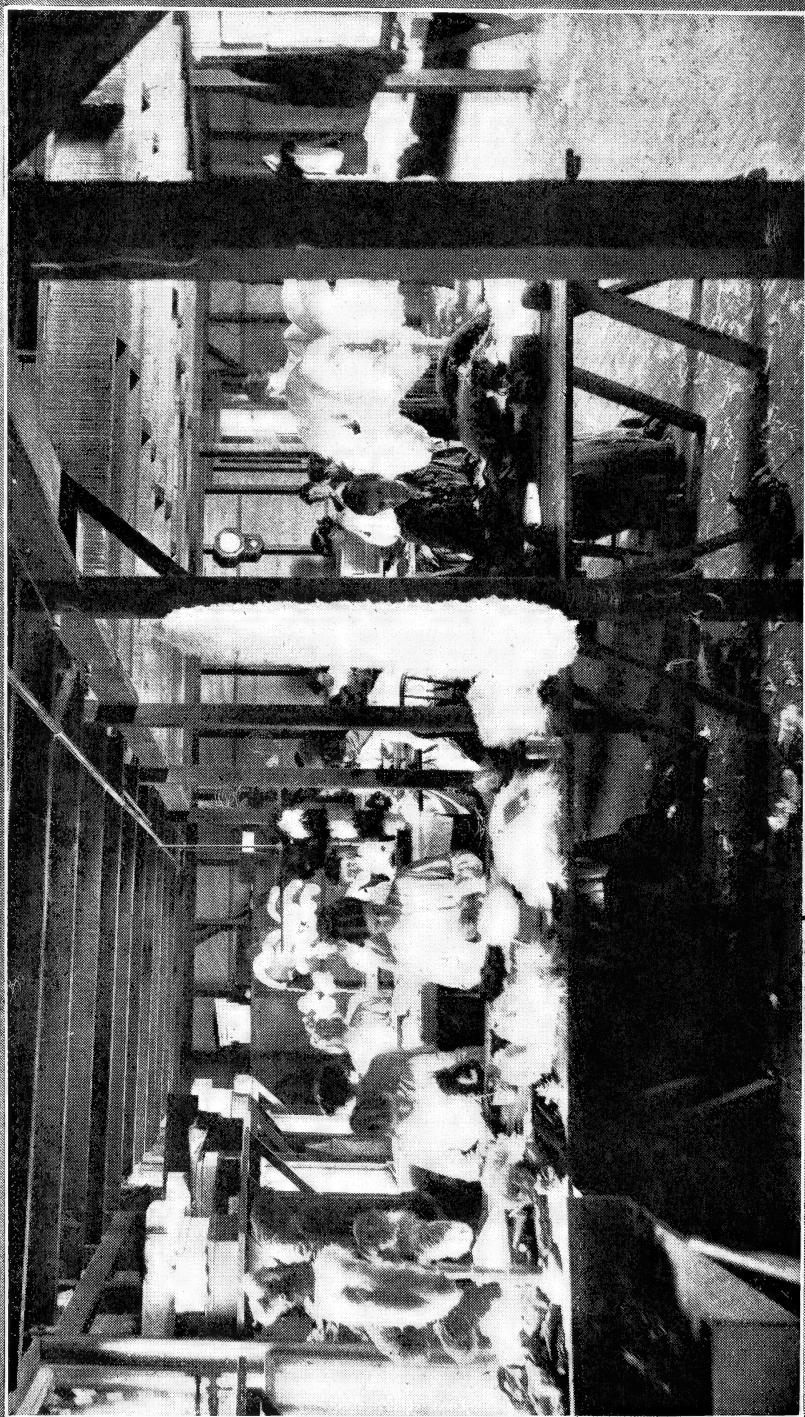


Ostrich Feather Fans

Probably no other feature of our salesroom excites so many expressions of appreciation from visitors as our display of Fans. We manufacture all grades in varying sizes, each the best of its kind in workmanship and material.

No. 370, 9-inch, black, white or any color, decorated enameled sticks	\$ 1.00
No. 371, 11-inch, black, white or any color, decorated enameled sticks	\$ 1.50
No. 371X, 10-inch, in black, mounted on German tortoise shell sticks or white mounted on polished or engraved bone sticks	\$ 2.50
No. 372, 13-inch, black or natural color, mounted on German tortoise shell sticks; or white mounted on polished or engraved bone sticks.....	\$ 5.00
No. 374, 9-inch White Plumes, mother-of-pearl sticks.....	5.00
No. 378, 11-inch white Plumes, mother-of-pearl sticks....	10.00
No. 381, 11-inch black Plumes, real tortoise shell sticks..	5.00
No. 382, 13-inch black Plumes, real tortoise shell sticks..	10.00
No. 380. This Fan is shown in the illustration above. No finer quality can be produced. Each fold is a separate, heavy, natural white Plume taken from the male ostrich, selected with great care as to size, shape and width. None of the feathers are pieced. Mounted on genuine mother-of-pearl sticks, 15 inches long.....	\$25.00
No. 387, 15-inch black ostrich feather Fan, same quality as No. 380, finest real tortoise shell sticks.....	\$25.00

All charges prepaid



An Interesting Corner of One of the Well Lighted and Perfectly Ventilated Workrooms where Cawston Ostrich Feathers are Prepared for Market

Natural Color Plumes

We keep in stock a large assortment of natural color Plumes, Boas and Stoles. These come in the same quality and description as the black, but prices vary on account of the value of the different feathers. The best natural Plumes are made from the natural dark brown feathers of the male bird, mixed with natural white feathers. Nothing finer or more beautiful can be had. In ordering or inquiring prices, select the style desired from the illustrations in this catalogue, giving name and page number. Prices average about the same as for colors listed, but the best grade is somewhat higher.

Our Goods and Prices

We know that we grow the finest ostrich feathers in the world and manufacture them in the most careful manner into superb ostrich feather goods. Notwithstanding this we are able to sell our product at prices which mean a saving for you as well as a profit to us; first, because as producers and manufacturers selling direct, the profits of manufacturer, jobber and retailer are eliminated; and second, because we save the import duty on ostrich feathers.

Kind to Our Ostriches

Feathers from California Birds May be Worn Without Compunction by Humane Women

(By direct wire to The Los Angeles Times)

YORK (Pa.), Jan. 9, 1906—(Exclusive Dispatch)—Without leaving themselves open to a charge of heartlessness, women may wear ostrich feathers, provided they come from the farm in California. This was the dictum of Mary E. Lovell, General Secretary of the Pennsylvania Society for the Prevention of Cruelty to Animals, delivered before the Young Woman's Club today.

"I can vouch for these feathers," said Miss Lovell, "for I have visited the ostrich farm in California and found that there was no cruelty practiced there."

We have 200,000 satisfied mail-order customers. Are you one?



MALE OSTRICH

Stands 9 feet high—weighs 350 pounds
A Prize Winner at the Cawston Farm

Our Trade Mark



We show here a fac-simile of our trade mark, consisting of a celluloid plate, which will be found on every Cawston Tip, Plume, Boa or Stole leaving our factory, and is attached to the quill on the under side of the feather.

This trade mark is a guarantee of quality and insures you against inferior goods. Individually and alone, each Cawston feather must reach the highest standard of excellence that good material and first-class workmanship can attain.

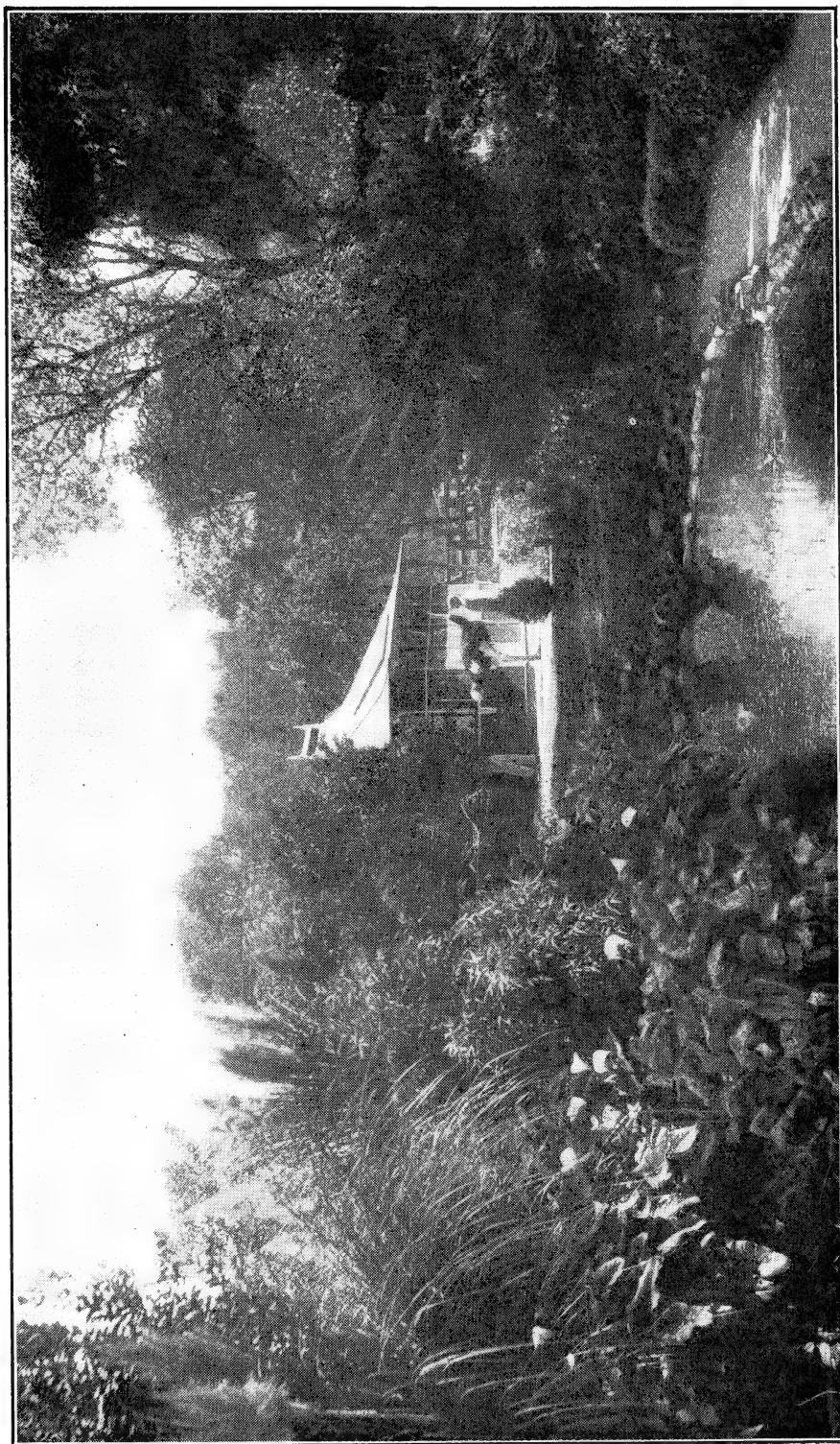
When you receive your feather, look for the trade mark. **It is our bond**—backed by over twenty-three years of success in raising and manufacturing ostrich feathers.

This trade mark insures the purchaser that she is getting ostrich feathers that are superior to all others. Cawston feathers have captured first prizes at world's Expositions.

If in any way your order is unsatisfactory, return it to us promptly in good condition, and if you so desire, your money will be returned.

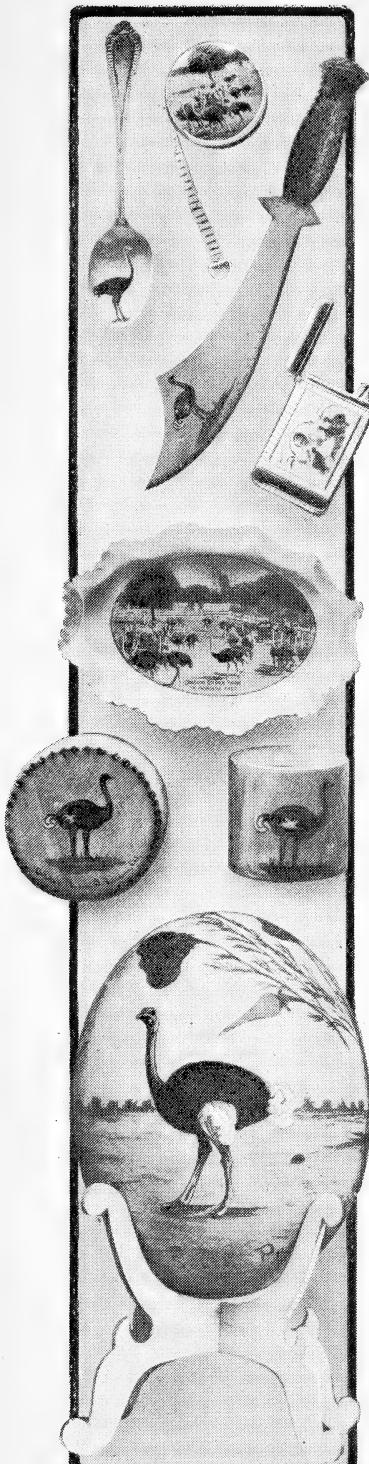


A Fire Proof Warehouse at the Cawston Farm, South Pasadena



Beautiful Semi-tropical Grounds and Aviary of Rare Birds, at the Cawston Ostrich Farm, South Pasadena

Souvenirs of Our Ostrich Farm



Tourists who visit our ostrich farm usually desire several souvenirs, both for their own collections and to present to friends at home. We also have mail-orders for many, and for the convenience of these shoppers we present here-with photographs and prices of some of the most popular articles.

Free Delivery Anywhere

No. 420, Genuine ostrich egg shells in perfect condition, delivered securely packed	\$1.00
No. 421, Ostrich egg shells decorated as shown, and mounted on orange-wood stand complete.....	\$2.00
No. 422, Sterling silver souvenir spoon, tea size, picture of ostrich engraved in bowl.....	\$1.50
No. 423, Orange-wood paper knife, hand painted, picture of ostrich on blade	\$0.25
No. 425, Large photographs of Ostrich Farm scenes; varied assortment of subjects, each	\$0.25
No. 426, Tape measure in celluloid case; both sides decorated with Farm scenes; sixty-inch measure, good spring	\$0.35
No. 427, Celluloid and nickel-plated match safe; Farm scenes on each side; an excellent match safe..	\$0.35
No. 428, Aluminum ash or pin tray, five inches in length; pretty shape with large Ostrich Farm scene in bottom	\$0.15
No. 429, Orange-wood paper weight; hand painted ostrich on top, felt protector on bottom; burnt edge; shows grain of wood perfectly..	\$0.35
No. 430, Orange-wood napkin ring with hand painted ostrich; shows grain of wood.....	\$0.30

POSTAL CARDS of the ostriches in endless variety, fifteen cents per dozen.

Old Ostrich Feathers Are Valuable

A good ostrich feather, like a diamond, never loses a certain intrinsic value. No matter how faded, limp or broken your old, discarded Tips, Plumes or Boas may be, we can make of them almost new goods. At our factory much attention is devoted to repair work, which is handled by the same skilled operators who manufacture our new goods.

Repairing Ostrich Feather Goods

Plumes, Boas or Tips which are faded or discolored can be re-dyed or cleaned and curled to look like new. A number of old Plumes can be made into any style Plume desired. If you have a bunch of old goods among which there are one or two well-preserved feathers which can be used for the top layer, we can utilize the balance of the old for the lining, and in this way make new Plumes at the bare cost of labor. If, however, among your goods there are no single feathers which will answer for the top layer, we will supply a new feather for the top and use your old stock for the under side. In this manner also old Boas can be made into handsome Plumes. A one and one-half yard Boa can be made into two handsome nineteen-inch Plumes with the addition of a nineteen-inch feather for the top layer of each. This process saves about half the cost of new goods.

How to Order Repairing

Ordinarily it is more satisfactory for you to send us your old feathers, stating what you desire, and let us write you if the quantity is sufficient and of the right character to produce the articles you wish, or you can send us the old goods and allow us to make suggestions as to what we can best make from them. If your stock is narrow and small, it will not make up into as wide a Plume as though it were broader, but can be utilized to good advantage in making a number of small Plumes or Tips. No especial care need be used in sending us old feathers. Pack them in a box or put into a large envelope and mail them to us.

Enclose your name and address in the package; also write your name and address on the outside of the package and write us a separate letter of instructions.

If you are satisfied that your feathers will work up into the article desired, send a remittance with your order. If we find we cannot make what you wish, we will write you and hold the goods until we hear from you.

SHRINKAGE. Ostrich feathers shrink in dyeing, especially if dyed black. Allowance should be made for this in sending orders. Do not be afraid of sending too many feathers. If there are any which we do not use, they will be returned with the new.

HOW TO MEASURE. In measuring a feather, stretch it out flat, and measure from the tip to the heel. Do not include in your measurement the length of the quill which extends beyond the heel.

COLORS. Be sure to state the colors you desire in sending us feathers for dyeing, enclosing sample of shade if possible. We cannot, of course, make light colors out of dark ones, but we can make any shade desired from white or light Plumes.

STYLES. In ordering old goods re-made, state plainly what style of shape and curling you desire, giving us the name and the number of the page in this catalogue on which the article you wish duplicated appears.

For Prices See Page 38

By reference to the price list you will note the cost of any feather you may desire made from old goods. Should it occur that you desire a nineteen-inch Plume, and send us only sufficient material to make a seventeen-inch, we will use our own stock combined with yours and charge a little extra.

Important

REMITTANCE IN FULL must accompany all orders for our repair department. We prepay entire shipping charges. Be sure to write your full name and address inside the box, also on the outside wrapper. Write a separate letter of instructions, which should contain the remittance. Postage stamps accepted if post-office or express money order or bank draft cannot be easily obtained.

Send us your old ostrich feathers. We will advise you what to do with them. We cannot tell until we see them. Do not delay by writing first.

Prices for Curling

Tips, 5 to 9 inches, curled in any style.....	\$0.10
Plumes, 10 to 14 inches, curled in any style..	.20
Plumes, 15 to 20 inches, curled in any style..	.25
Plumes, 21 inches, curled in any style.....	.50
Greater lengths charged in proportion.	
Short Boas for neck, curled.....	.50
Long Boas, per yard, curled.....	1.00

Cleaning and Curling or Dyeing and Curling

Tips, 5 to 9 inches.....	\$0.20
Plumes, 10 to 14 inches.....	.50
Plumes, 15 to 20 inches.....	.75
Plumes, 21 inches.....	1.00
Greater lengths charged in proportion.	
Short Boas, for neck.....	1.00
Long Boas, per yard.....	1.75

Adding New Tops

The prices include a new top feather of the very best quality, cleaning or dyeing your feathers, making them up as the lining or backing for the new Plume, and curling in any desired style.

Under 13 inches long.....	\$1.00
14 to 15 inches long.....	2.00
16 to 17 inches long.....	3.00
18 to 19 inches long.....	4.00
20 inches long.....	5.00

Greater lengths charged in proportion.

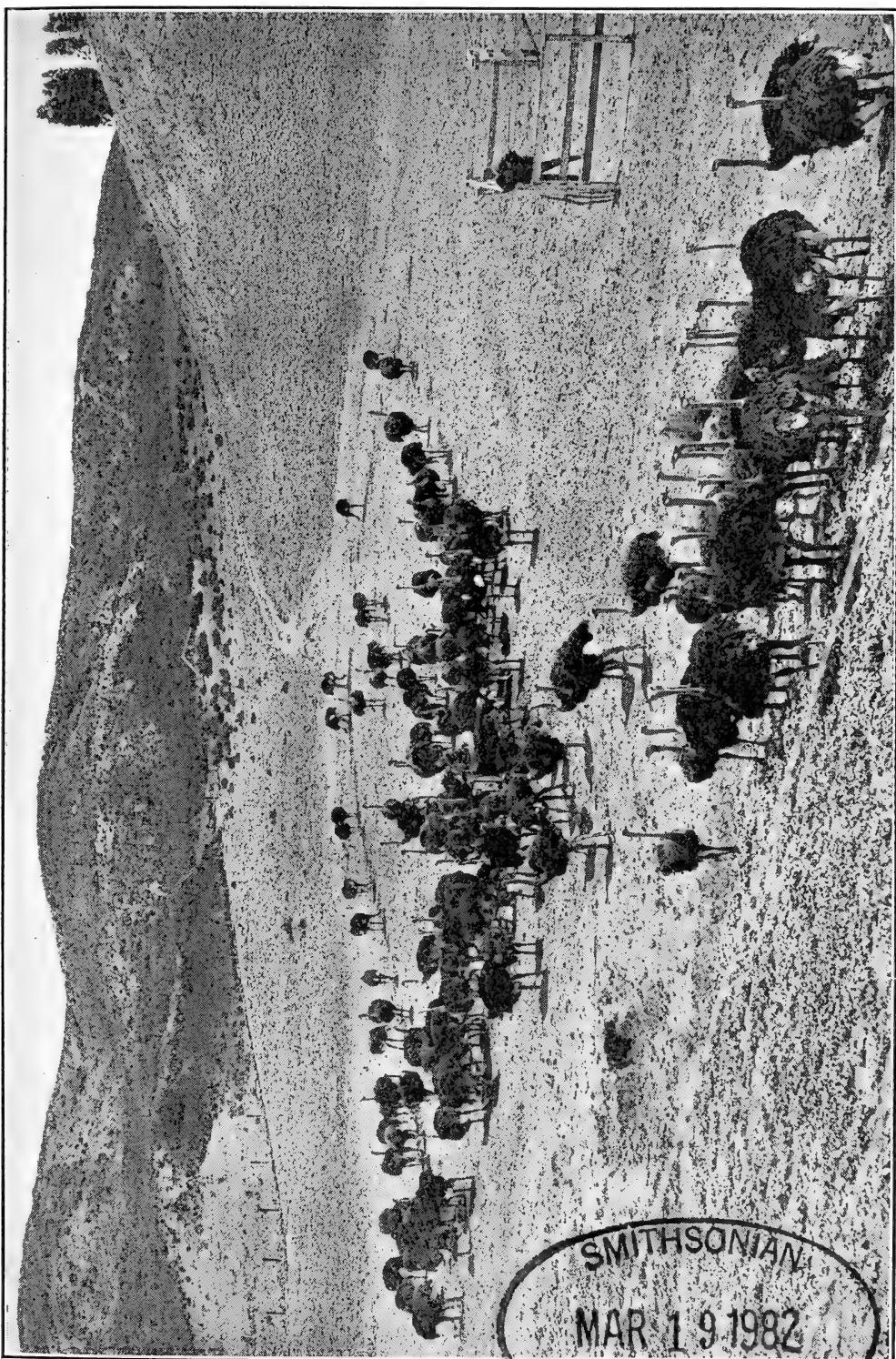
Old Feathers for Willow Plumes

A new departure in our Repair Department has been made by us to which we wish to draw particular attention. We can now take your old ostrich plumes and either by adding new stock or by using some of your old plumes, change them into the fashionable willow plume at comparatively small cost.

To calculate the charges, measure the feather you desire willowed, from the wire to the end of the quill. Our charge for willowing, if your old feathers provide sufficient material, is 50 cents an inch. Should we supply the material required to do the willowing on your own plume, the charge is 75 cents per inch.

You will be more than pleased with the result, as when finished you will have practically a new willow plume.

The prices quoted above include dyeing your plume any solid color—should you wish them colored in two or more shades, it will be only 50 cents extra.

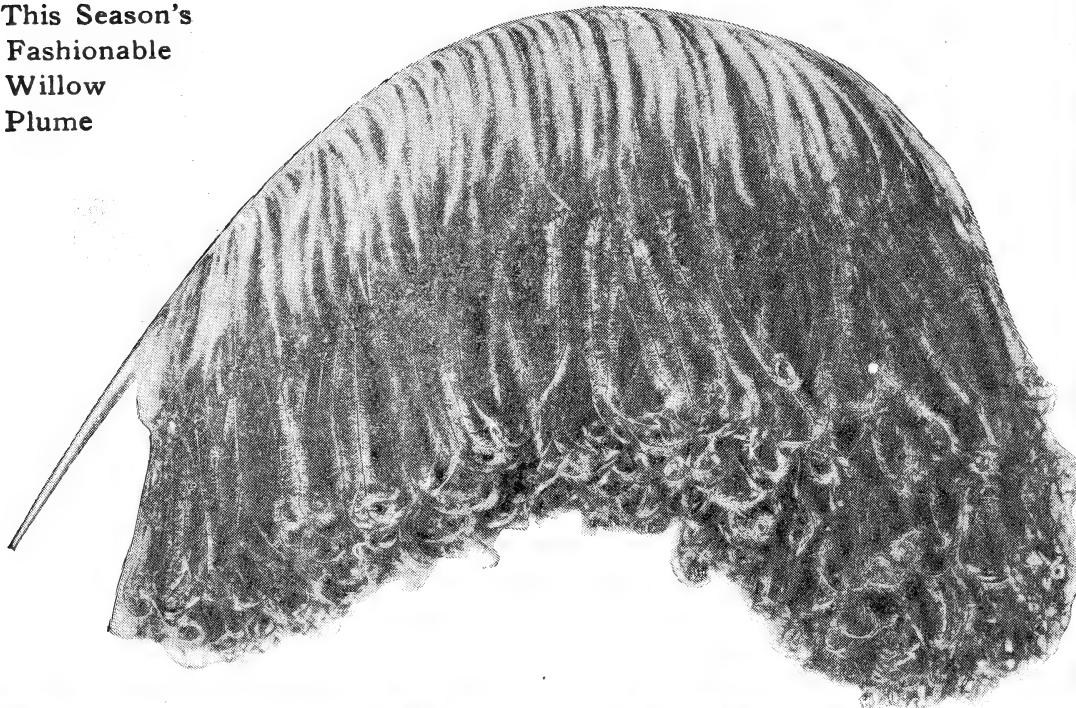


A View on One of the Cawston Stock Ranches in California—We have over 1000 Ostriches

SMITHSONIAN
MAR 19 1982

LIBRARIES

This Season's
Fashionable
Willow
Plume



Cawston Ostrich Feathers

Have Captured First Prizes at World's Expositions



Omaha, 1898



St. Louis, 1904



Paris, 1900



Buffalo, 1901



Portland, 1905



Jamestown, 1907

1c. Paid

South Pasadena, Cal.

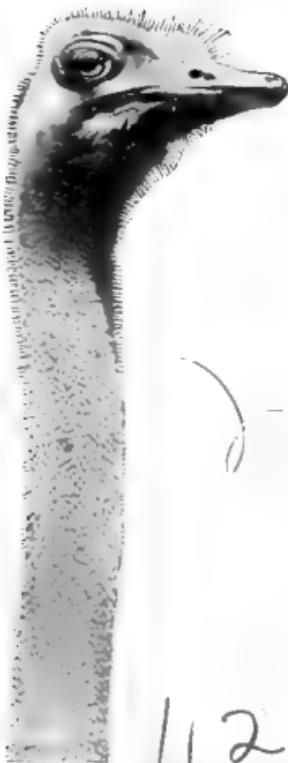
Permit No. 1



W. M. Cawston
Wildman & Son
Ostrich Farm

23 May 1886

From Cawston Ostrich Farm
South Pasadena, California.
ESTAB. 1886
Manufacturers of Ostrich Feather Goods



Ic. Paid

South Pasadena, Cal.

Permit No. 1

John M. Clark
Wilmington
Del.

123 W. 8th St.

From
Cawston Ostrich Farm
South Pasadena, California.
ESTAB. 1886

Manufacturers of Ostrich Feather Goods



ONE OF CAWSTON'S SPACIOUS CORRALS

The Ostriches are kept in large corrals until they become mated and are then transferred to a separate corral where they may raise their young undisturbed, or are sent to the large breeding farm at La Habra, California.

The Cawston Ostrich Farm

Is the original home of the ostrich in the United States; the pioneer American ostrich farm, established in 1886. The best evidences of the superiority of the Cawston ostrich feather goods are the prize medals received at Paris, Buffalo, St. Louis, Portland and Omaha, and wherever exhibited. We have the only complete ostrich feather manufactory in the world which produces its own raw stock. When you buy ostrich feathers direct from us you not only save the import duty and all middlemen profits, but you secure a better grade of feathers, manufactured by expert operators under the most favorable climatic conditions to be found in the world. The clearness and dryness of the California climate is a most important factor. Cawston's California feathers are more brilliant and will retain their curl much longer than others.

**Free and Prompt Delivery to
all Parts of the World**

Ostrich Feather Tips "Duchess"



Prices quoted below are for **black only**. Should white or colors be desired, they are 50c additional, per bunch of three.

The grace and lustre of these Tips is noticeable even in the photograph herewith. They are made from the natural black feathers of male birds, which, when dyed, present an especially glossy appearance, and will hold their curl very much longer than Tips made from the female feathers. We are making a specialty of these Tips this season, and strongly recommend No. 350 as being wonderful value for \$2.00. No. 250, 8-inch, per bunch of three \$1.50
No. 350, 9-inch, per bunch of three 2.00
No. 450, 10-inch, per bunch of three 3.00
No. 450, Ex., 10-inch, per bunch of three 4.00

Repair Department

Curling, Dyeing, Re-making and Cleaning Old Ostrich Feather Goods.

The same skilled operators who manufacture our new goods handle all repair work. Old ostrich feather goods are always valuable, no matter in what shape or condition, so long as the fleshes are strong.

We recurl Tips, Plumes, Boas or Fans which require it, or clean and recurl pieces which have become soiled. White or light-colored goods may be cleaned and dyed in any desired shade, while darker stock can be successfully redyed in any dark color or black. Should your old pieces be utterly worthless as they are, we clean, redye and re-make them into such pieces as you desire in any preferred style or shape. If, however, among your old goods there are not two or three well preserved single Plumes which may be used for the top layer we will supply these and use your feathers for the underside of the piece. The stock used for these new tops is the same grade we used in making new goods. By this method you are able to utilize old pieces which have no value to you, and obtain new, stylish goods at about one-half price.

Prices for Curling

Any Style

Tips, 5 to 9 inches.....	\$.10
Plumes, 10 to 14 inches.....	.20
Plumes, 15 to 20 inches.....	.25
Plumes, 21 inches or over.....	.50
Short Boas, for neck.....	.50
Long Boas, per yard.....	1.00

Re-making Plumes

Making 2 or more feathers into one Plume of less than 15 inches, and curling	\$1.00
Making 2 or more feathers into one Plume of 16 to 18 inches, and curling	1.25
Making 2 or more feathers into one Plume of 18 inches or over and curling	1.50
Add 25c to these prices if feathers are to be redyed.	

Adding New Tops

Best Grade

The prices include a new top feather of the very best quality, cleaning or dyeing your feathers, making them up as the lining or backing for the new plume and curling in any desired style.	
Under 13 inches long.....	\$1.00
14 to 15 inches long.....	2.00
16 to 17 inches long.....	3.00
18 to 19 inches long.....	4.00
21 inches long	5.00

For plumes of greater lengths the charges
will be in proportion.

Prices for Cleaning and Curling or Dyeing and Curling

Tips, 5 to 9 inches.....	\$.20
Plumes, 10 to 14 inches.....	.50
Plumes, 15 to 20 inches.....	.75
Plumes, 21 inches or over.....	1.00
Short Boas, for neck	1.00
Long Boas, per yard	1.75

Making New Plumes Out of Old Boas

Old Boas are valuable and can be made
over into beautiful Plumes by the addition
of new top feathers as here described. As
a rule, we can make two handsome 19-inch
Plumes from an old 1½-yard Boa. Other
lengths in proportion.

IMPORTANT

REMITTANCE IN FULL must accom-
pany all orders for our repair department.
We prepay entire shipping charges. Be
sure to write your full name and address
inside the box, also on the outside wrapper.
Write a separate letter of instructions,
which should contain remittance. Postage
stamps accepted if post office or express
money order, or bank draft, cannot easily
be obtained.

Plucking Ostriches Does Not Hurt Them

What Mrs. Mary E. Lovell, General Secretary of the Pennsylvania Society for the Prevention of Cruelty to Animals, says about plucking ostriches:

"I can vouch for these feathers, for I have visited the Ostrich Farm in California, and found there was no cruelty practiced there."

Note: Ostrich feathers are really not plucked out, as is commonly supposed, but are cut off. The ostrich suffers no pain or inconvenience.

You are Safe
at Cawston's

Fine Birds Grow
Fine Feathers



You are Safe
at Cawston's

Fine Birds Grow
Fine Feathers

